

Powers Ferry Corridor Study

Charrette

Public Meeting #3

Date	Location	Number of Attendees
7/20/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	103 participants by head count 86 participants signed in
8/24/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	125+ participants by head count 83 participants signed in
10/06/09	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	62 participants by head count 32 Participants signed in



Summary

Planning Division Manager Dana Johnson began the meeting by giving an overview of the planning process and explaining the next steps to complete the Powers Ferry Master Plan. Project Manager Phillip Westbrook described each element of the conceptual master plan. The presentation flow and notes are detailed in the below slide sequence.

Slide #1 Public Meeting # 3 (Title Page)

Slide #2 Evolution of the Plan

Evolution of the Plan is a timeline briefly describing what the previous 2 public meetings were about and gives a timeline of sorts on what the next steps will be.

Slide #3 Major Issues

Describes the key major issues that were identified by the Public

Slide #4 Planning Principles

The 6 guiding planning principles that the master plan goals and policies are built around will strive to satisfy the major issues that have been identified by the public.

Slide #5 Conceptual Map

The conceptual master plan map incorporates features and ideas that attempt to resolve the major concerns of the corridor and build upon the strengths of the Powers Ferry community.

Slide #6 1972 Aerial

Aerial starts to show the subdividing of properties and even the beginnings of some apartment dwellings but is still mostly rural with lots of forest and some agriculture. Aerial was taken about the same time Cobb adopted its first zoning code.

Slide #7 2009 Aerial

Other than a few infill spots the area is built out due to high growth rate over the last 20 to 30 years. We expect growth over the next 10 to 20 years but not the growth rate over the last 20 to 30 years. This plan will attempt to manage that growth but in a fashion that does not compromise the quality of life of the residents, employees and business owners.

Slide #8 Study Boundary

Red line represents study boundary. Blue line represents Cumberland [Community Improvement District](#)

Slide #9 Public Focused Areas

These three areas garnered the most attention by the public through the planning process

Slide #10 Study area with Building Footprints

Slide #11 Redevelopment Areas

Most of the redevelopment area is currently residential other than the linear stretch along Leland Dr. where commercial uses exist. Its one thing to establish this area as a redevelopment area but the key is to provide some stimulating mechanism to draw the interest of developers and property owners to look at redevelopment scenarios whether its rehabilitating some of the aging buildings or a tear down / rebuild scenario that could assist in providing more owner occupying units in an area that is currently inundated with rental occupied housing (75% rental vs. 15% owner)

Slide #12 Village Center

Currently along Powers Ferry between Terrell Mill and Delk roads are commercial centers where there are lots of vacant shops and unattractive facades. This area is highlighted as an area to establish the foundation for a “Village Center” concept. This area could be a destination place with a combination of commercial, residential and public uses. Incorporating unique access management techniques could help to reduce curb cuts along this stretch of Powers Ferry. This area would be the “living room” of the

Powers Ferry community, a place people would come to in the evenings and on weekends.

Slide #13 Open Space & Parks

The green areas on the map represent either open space or park lands that currently exist or proposed. The green area snaking north & south along the western side of the study area is Rottenwood creek and its associated 50 foot buffer. We propose amending this area to Park/Recreation/Conservation due to the fact that the area is undevelopable and is programmed for a trail along the creek banks. There are also two large pockets of open space along the creek that could allow for access to the future trail one is about 20 acres already owned by Cobb County (Terrell Mill & I-75) and the other which is privately owned where perhaps a public/private partnership could be reached.

Slide #14 Chattahoochee National Recreation Area (CNRA) access

Currently access to CNRA is at Cochran Shoals or further north near Columns Dr. We propose establishing access points with gateway or entryway features on this side of the park. The larger point or dot around the “village center” concept represents the idea of incorporating a community facility or a community serving use.

Slide #15 Study area with Building Footprints

Slide #16 Existing transportation network

The existing transportation network shows Power Ferry being the only north/south corridor other than I-75, while Delk, Terrell Mill, Windy Hill and Windy Ridge Pkwy provide good east/west connection.

Slide #17 Leland Drive Extension / Bentley Road realignment

The Leland Dr. extension is already a proposed roadway to connect Leland Dr. with Terrell Mill. It was part of the current SPLOST initiative but was consider a low priority project and did not receive the attention for construction. What has been suggested is consider the Leland Dr. extension as a high priority project if there were another SPLOST in the future or if some other transportation funding mechanism was in place. Another suggestion was to realign Bentley road with the Leland Dr. extension however the property for the realignment would likely be acquired through a redevelopment scenario of the multi-family development.

Slide #18 Landscaped Medians

Landscaped medians a fairly prominent and well maintained constant throughout the Cumberland CID already exist for Powers Ferry Road south of Terrell Mill. Funding for the establishment and maintenance of these medians were paid for by business constituents of the Cumberland CID.

To compliment and remain consistent with what has been done along Powers Ferry within the CID not to mention the quality of life aspects and even traffic calming and safety effects landscaped medians for Powers Ferry north of Terrell Mill to Delk and along Terrell Mill west of Powers Ferry road would greatly benefit the community.

Especially along Terrell Mill where currently you have a dangerous dual turn lane in a predominantly residential area that could easily be ripped up and converted to a landscaped median without having to acquire extra ROW.

Slide #19 Bus Stops (dots) & Bus Routes (lines)

This slide shows existing bus routes and bus stops and lack of connectivity within some of the transit routes, suggesting that expanding routes could improve accessibility to home, shopping and work. We suggest CCT reevaluate the transit routes in this area and consider expanding transit routes to some of the roadways that don't already have CCT service and coordinate with the Cumberland CID on future circulator service throughout Powers Ferry and Cumberland Galleria area.

Slide #20 Bike Lanes (dotted line)

This plan is about opportunities and choices. By proposing bike lanes along the arterials and connecting to other bike paths outside of study area we would be offering other modes of transportation as well as recreation. Throughout our field research we observed numerous cyclist competing for space along Powers Ferry and some of the other roadways throughout the corridor so to be able recommend a swath of asphalt or an off road multi-purpose path would be tremendous in provide safe paths for these cyclists.

Slide #21 Trails (dashed lines)

The county already has in place a series of proposed and programmed trails throughout the study area.

The programmed trail, which means funding is in place and is just a matter of time before it's constructed, follows Rottenwood Creek from an existing trail near I-285 north to Terrell Mill. The other trails throughout the area are proposed and funding is not available yet. We are proposing a minor change to the proposed trails that was due comments about moving the path off of Powers Ferry due to safety concerns.

The existing proposed trail shows a path down Powers Ferry to Wildwood parkway from Terrell Mill and connecting to the CNRA. We propose moving it off of Powers Ferry to a natural area between the condominiums and single family lots down to wildwood parkway and accessing the CNRA.

Where you see the bike lanes overlap the multi purpose trails these paths could double as off street bike lanes otherwise bike lanes would likely be on street.

Slide #22 Conceptual Master Plan

This visual representation of the plan represents the publics vision for the future, however to substantiate that vision and this plan, goals and policies need to be established to offer guidance to the decision makers, developers and property owners.

Slide #23 Conceptual Site Plan

The conceptual site plan is just a hypothetical look at the development potential of parts of the "village center". This particular concept was created utilize stakeholder

involvement and incorporating the public's desires. Utilizing current development standards per the Cobb County Code this prototype consists of townhomes, townhomes with detached garages, single family ranch for senior living, a mixed use center complete with slip lanes and on street parking that retailers love. Architect even incorporated a two story parking garage with some incubator businesses to screen the garage on one side and mixed use center screens the other side. Included restaurants with outdoor seating and sort of a street or boulevard connecting the north area with the south area complete with decorative roundabouts. The south area is mostly of office, residential and civic use including a community facility which shows a library and perhaps a police sub-precinct adjacent to the current firehouse. Another slip lane on the south side providing access to the office uses on the corner and some more entrepreneurial business uses or incubator uses. These slip lane concepts not only provide parking for retailers but also could be utilized as bus stops to minimize conflicts with through traffic.

This is only a concept to show the possibilities for the "village" center area.

Slide #24 Vision

Planning staff has created a vision statement based on the interactive community visioning process over the last three months that provides a complete description of all aspects of the master plan that are to be encouraged. The community vision is a written statement that intends to illustrate or reflect the Powers Ferry community of the future. It is primarily based on opportunities and choices....the opportunity for sustainable redevelopment and revitalization residential and commercial properties and the transportation, housing and employment choices for all citizens.

Slide #25 Goals & Policies

This slide shows 5 planning elements that our goals and policies revolve around along with some of the keywords that have been included into our goal statements.

The Goal statements are broad long term outcomes that link the vision with the plan. Theoretically, when all the goals have been met the vision becomes reality.

Policy statements provide the framework for public and private decision-making. While goals tend to be general in nature, policies set forth a particular approach or position to be taken when resolving a planning issue. Essentially, policies broaden the scope of the master plan beyond just a series of maps.

The Goals and Policies can be found on the Powers Ferry Website at <http://comdev.cobbcountyga.gov/powers-ferry/index.htm>

Due to time and the extended questioning and answer portion we were not able to get the input we were looking for during the presentation. Please, at your convenience, take the time to read the Vision, Goals and Policies and provide your thoughts we would love to hear from you.

Slide #26 Up Next

Planning Division staff will be developing an implementation strategy or a list of action items that different entities would be responsible for to help achieve the goals that will be established.

A draft document will be developed and a public information meeting will be set for the public to take a look at the implementation strategy and offer comments. Once those tasks have been completed we will start the political process of getting the master plan approved.

Slide #27 Questions

A Q&A followed the presentation. The questions and answers are listed below:

Q: What are the plans in DOT for widening Powers Ferry Road?

A: *The original plans in the SPLOST were to add an additional right turn lane on Powers Ferry Road going north from the Wachovia to Terrell Mill Road. This project has been reprioritized and will not be funded or implemented as part of the current round of SPLOST funding.*

Q: Has the county ever petitioned the state to add a off ramp off I-75 at Terrell Mill Road?

A: *There are no plans for adding additional highway access onto I-75 at this time. There was a proposal at one point in time to add HOV access from Terrell Mill Road, but the overall I-75 Bus Rapid Transit project has been rejected by the Federal Highway Administration.*

Q: Is there going to be a new driveway for Brumby Elementary?

A: *There is a possibility for a new entrance for Brumby Elementary, depending on how the redevelopment of the office park south of the school is designed.*

Q: Why are tractor trailers on Powers Ferry? Is Powers Ferry a truck route?

A: *Powers Ferry Road is a truck route up to Delk Road. Past Delk Road, going northbound towards South Marietta Parkway is restricted from truck traffic.*

Q: Can you explain more about the proposed village concept in the Terrell Mill triangle?

A: *The proposal is conceptual in nature. The purpose of the design layout is to get the community thinking beyond what is there now to stimulate ideas about how this area can be re-imagined for the future.*

Q: What is the future of Brumby Elementary?

A: *Brumby Elementary is an important part of the community. Most people spoke positively about the changes that are occurring at the school and their involvement in the area. There was some discussion about the need to build*

vertical at the school due to the limited amount of available land, when expansion is necessary.

Q: When the Board of Commissioners approves the plan, is it given to a developer who is interested in the area? Are the plans ever reviewed and updated in the future?

A: *All master plan documents are updates by Planning Division staff every 5 to 7 years so that the community can revisit and update the plan document, review progress that has been made, and generate new ideas for community improvements.*

Q: What is happening with Franklin Road?

A: *Currently, the City of Marietta is in the process of updating their portion of the Delk Road LCI plan. Unfortunately, when the Bus Rapid Transit alternative was rejected by the Federal Highway Administration, the plans for redeveloping Franklin Road were damaged as well, due to the linkage between the two.*

Q: How proactive is the county to let developers know about this plan?

A: *The Office of Economic Development and the Community Development Agency regularly visits trade shows, participates in the Urban Land Institute (a developer non-profit organization/advocate), and holds regularly scheduled meetings with the local builders/developer to inform them about plans and actions by the county to encourage quality development in appropriate areas.*

Q: Is the Economic Development department working to help with restaurant vacancies?

A: *The Cobb Chamber of Commerce and Cumberland CID assist the Office of Economic Development with promoting vacant space in the Cumberland CID area.*

Q: Why are all the access points to the Chattahoochee River Recreational Area included in the plan (the access points to the south)?

A: *The access points to the south are not in the study area boundaries, but connectivity to and interaction with these areas were taken into account when developing the Draft Master Plan.*

Q: Is there a plan for the northern access points to the Chattahoochee River Recreational Area?

A: *The Master Plan document shows some existing, less visible access points that the county would like to improve. It will mean negotiations and approvals with the owners of Wildwood and the National Park Service in order to make these new access points a reality.*

Q: How does this plan fit in with the CID's plan to connect greenspace?

A: *The Draft Master Plan was developed in coordination with the CID, who was a participant in the Steering Committee. Therefore, the two interact and will complement one another.*

Q: What incentives will there be for developers to implement plan?

A: *Specific ideas for incentives will be discussed as part of the Implementation Plan. Once the master plan is approved, staff will review the ideas and develop specific procedures/codes for the Board of Commissioners to review and consider for adoption.*

Q: What would happen to the library on Lower Roswell Road if proposed new library were to be built?

A: *That will need to be studied as part of the implementation of the Master Plan. If the county wanted to pursue adding a library to the Powers Ferry corridor, these details would need to be worked out with the library system, county management, and elected officials.*